



# THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 4, No. 9

P. BALLANTINE & SONS

October 1960

## THREE RING CHARITIES FUND DRIVE OPENS: GOAL \$48,000

— Story on Page 3



### Sign Language

When the once-a-year Three Ring Charities Fund drive got underway last week, the two charming young ladies shown in photo here were among the first to sign pledge cards. At left are Martha Mitrick and Anita Reich, both of the Personnel Division. Tom West, right, is shown telling the girls about the drive.



# PINPOINTED . . .

## Up The Ladder

Promotions in the news: *Martha Mitrik* from Typist-Clerk to Stenographer-Clerk in the Personnel Division . . . *Catherine Farrell* from Stenographer-Clerk in the Personnel Division to Secretary in the Legal Department . . . *William C. Plitt* from a Supervisor's post at the Baltimore Branch to the position of Traffic Manager at the Hall, Md. Branch . . . *James Schaefer* from the Advertising Department to Special Assignment in the Public Relations Division . . . *Josephine Kiley* from Typist-Clerk in the Bottling Department to Secretary in the Brewing Department.

\* \* \*

## Good Timing

The New York Yankees, whose games are sponsored on radio and television by Ballantine, conveniently wrapped up the American League baseball pennant this year on the same day the New York Football Giants began the 1960 pro-football schedule . . . Ballantine also sponsors the Giant games on radio and TV.

\* \* \*

## Blood Bank Collection

An urgent collection for the Ballantine Blood Bank will be conducted on October 19th and 20th . . . The collection is necessary to replenish the supply of blood in the bank . . . At the end of September only eight pints remained in our bank . . . The collection on October 19th will run from 11 a.m. to 5:15 p.m. . . . On the 20th the hours will be from 6:30 a.m. to 10 a.m. . . . Note: The collection will be held in a new location, the fourth floor of the Garage (Cafeteria) building . . . In the past the collections were held in the Transportation Department auditorium.

\* \* \*

## Trustee

*Robert Scott*, Production Supervisor in the Advertising Department, has been appointed a trustee of the recently formed Advertising Production Managers Club of New Jersey, Inc. . . . The club has been officially chartered by the State of New Jersey . . . Mr. Scott is a member of Ballantine's Quarter Century Club.

\* \* \*

## Popular

Even those of us who work at Ballantine, and who are in a position to see the long lines of Ballantine cartons and cases leaving the brewery every day, picked up some statistical information in a recent Ballantine ad . . . "More than 5 million times a day someone enjoys a glass of Ballantine Beer" the ad proudly proclaimed . . . The actual count, as the ad explains in a footnote, is 5,435,616 . . . That's a big thirst to please every day.

## Hold Picnic

The annual picnic held by the Bottling Department supervisors and office staff took place on September 10th in Ironia, N. J. . . . The usual and always popular contests, games, etc. were held and the picnic also featured plenty of delicious food . . . Wives and children were on hand to enjoy the affair.

\* \* \*

## Seven New Retirees

Transportation's *Mary Rox Foster*, Bottling's *Charles M. Kees*, Luigi *Donnarummo*, *William Foster* and *William C. Kern*, Warehousing's *John Helrigel* and *Joseph T. Badois* retired recently . . . Mrs. Foster joined the Quarter Century Club this year . . . Charles Kees had been a member of the 25-year club since April of last year . . . Our best wishes for a happy retirement go to all our new retirees.

\* \* \*

## Made In America

Members of the Ballantine employee family who remember the highly successful "Highway Patrol" TV series, sponsored by Ballantine for four full seasons, will be interested in this wire service note printed in newspapers last month: "Tokyo (UPI)—Japan will have its own highway patrol cars next year similar to those in the United States . . . Police officials sheepishly admitted they got their idea from "Highway Patrol," a popular television film series shown here (Japan) weekly which depicts the activities of the California Highway Patrol."

## 25th Anniversary

*Matthew and Edythe Caffrey* celebrated their 25th wedding anniversary at a dinner party given in their honor on September 14th . . . Matthew is a bottle driver.

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## Appropriate

Now that the weather has turned cooler, many people are holding their parties, or entertaining friends and relatives, in their basement "family" or "recreation" room in their homes . . . A wonderful way to help make these affairs a success is to serve Ballantine draught beer . . . To help you provide that "perfect glass" the Special Events & Service Division of the Sales Department intends to continue its offer to lend employees portable draught dispensing equipment for their parties, etc. . . . As a matter of fact, so many took advantage of the offer during the past summer months, it has been decided to make the portable draught dispensing units available to employees on a year-round basis . . . Call extension 581 to make arrangements.

## Salesmen Hold Outing



OUTING — Ballantine's New Jersey Local bottle and draught salesmen held their annual outing on Saturday, September 24, in Mount Bethel. A halt in the day's many activities was called for this group picture snapped by the Three Rings photographer.

## Service Pins to 48 in September

Forty-eight members of the Ballantine employee family, 38 men and ten women, were presented service pins last month upon observing either their fifth, tenth, fifteenth or twentieth anniversary with Ballantine. Six other employees, among those honored in May at the Quarter Century Club awards dinner and meeting, marked their 25th Ballantine anniversary last month.

The service pin recipients were:

### 20 Years

John M. Van Orden, Power Plant Superintendent, Engineering

### 15 Years

Rudolf H. Brauchle, Yardman  
John J. Casale, Merchandising & Training Supervisor, Sales  
Samuel Cohen, Draught Driver  
William P. Courcey, Branch Manager, Wethersfield, Conn.  
Herman G. Diello, Checker  
Frank W. Gutknecht, Brewer  
Michael Harter, Brewer  
Joseph John, Yardman  
Andrew W. Knapp, Supervisor of Building Trades, Engineering  
Edmund Kosakowski, Trailer Driver  
John Levendusky, Brewer  
James McAlinden, Brewer  
John F. McDermott, Yardman  
Michael McPadden, Yardman  
Joseph Malia, Yardman  
Edwin S. Milligan, Yardman  
Andrew Quallick, N. Y. C. Bottle Sales  
John Rempkowski, Yardman  
Charles Savitski, Yardman  
Victor White, Yardman

### 10 Years

Harold Ammerman, Warehousing Shift Supervisor  
Carl S. Badenhausen, Asst. General Sales Manager  
William H. Bartels, Garage  
Thomas F. Burke, Bottle Driver  
Thomas Dengel, Warehousing Supervisor  
James E. Duggan, N. Y. C. Bottle Sales  
Charles A. Greb, Bottle Driver  
Robert C. Hoffman, Bottle Driver  
Ernest J. Mueller, Porter  
Ann M. O'Day, Hamden, Conn. Branch

### 5 Years

Michael J. Considine, N. Y. C. Bottle Sales  
Mildred D'Alessandro, Industrial Relations  
George Derco, Yardman  
Catherine Donohue, Delivery  
Mae Duffy, Credit  
John F. Gall, Warehousing Supervisor  
Madeline C. Husvar, Industrial Relations  
George W. Kearney, N. Y. C. Draught Sales

Arlene Kelly, Sales

John W. Kriney, Bottling Supervisor

Linda J. Lewandowski, Delivery

Werner P. Liebig, Merchandising Representative

Henry Nelson, Porter, Baltimore Branch

Jacqueline A. Pelletier, Delivery

Michael J. Ronco, Bottling

Frances Short, Albany Branch

Helen Vladimir, Tillson Branch

## INDUSTRY NEWS

### Professional Praise

As a recent USBF News Letter put it, "So many so-called ad experts lack appreciation of the limitations imposed upon beer advertising that it is refreshing to note an occasional kudo for the brewer advertiser. John E. McMillin, in his column in *Sponsor*, a magazine for TV sponsors, recently made the point that despite many obstacles, 'we have more fine beer advertising . . . than we have for almost any single product you can name.' What triggered his comment was his praise of the manner in which P. Ballantine & Sons handled its broadcasts and telecasts of New York Yankee ball games. 'There's no mistaking the copy and sales points which Ballantine is making,' McMillin wrote. 'Like all smart advertisers, they concentrate on a few simple sales themes, and stay on target. But within the framework of a carefully planned copy approach, they show a bright gay friendly creativity and originality which any adman could be proud of.'"

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### Fish Story

A Detroit man recently got a bonus when he went fishing. As *Modern Brewery Age* explains, "He caught a 33-inch muskie which seemed to be suspiciously heavy. He took it to a boat shop where it was cut open. A full pint bottle of ale was discovered in its stomach!" The trade publication didn't mention the brand of ale Mr. Fish swallowed, but if he's like the rest of the U. S. population it was probably Ballantine — the 4-1 favorite throughout the nation as far as

people are concerned. As for the fish, maybe he had seen some of our "Ballantine Ale with good food" TV commercials.

\* \* \*

### Against Us

The following item, printed in newspapers last month, speaks for itself:

"Portland Maine, Sept. 27 (AP) — The executive board of the Women's Christian Temperance Union adopted today a legislative program calling for complete prohibition of all beverages containing more than one half of 1% of alcohol. The board's action, at the WCTU 86th annual convention, came in the wake of a call by the national president for a second crusade for national Constitutional prohibition."

\* \* \*

### Remain Tenth

The USBF, in another of its weekly News Letters, reports that "World beer figures for 1959, made public by the Brewers' Society (London) show that the United States, while easily retaining its leadership in production and sales volume, still remained in tenth place in per capita consumption, with 15.3 gallons. Belgium, which for many years had held first place in per capita consumption, dropped from 37 to 31.3 gallons and yielded top rank to Luxembourg, which retained its 1958 level of 33.3 gallons. Seven other leading nations and their per capita figures were: Australia, 26.8 gallons; New Zealand, 25.3; West Germany, 24.3; United Kingdom, 22.1; Austria, 17.8; Switzerland, 16.4; and Canada, 16."



# BOWLERS OFF TO GOOD START



## Fine Performances in Men's Bowling League

It's going to be a whale of a season in the Men's Bowling League!

The calendar says October but the way some of the bowlers in the division races have been rolling you could almost believe it's late April and the teams are getting ready for that last fling to try to bring home all the marbles.

For example, the Draught Platform team in the Body Division has already rolled a thousand plus game, 1012 to be exact. Last season it was April 1 before a Purity Division squad racked up a 1009. Another indication pointing to steller bowling in the early stages of this season's competition is the fact that five out of the eight divisions already can boast of men who have a better than 600 three-game series to their credit.

Individual single game performances have also been good. Frank Brantigan leads the entire league with a 259 game. Frank bowls in the Purity Division. The other division high game leaders so far are: Gus Giamella, 256, Three Ring; Gene Hofmeister, 254, Body; Joe Ertle, 248, Flavor; Pete Galoto, 243, Ale; John Sumner, 235, Extra Fine; John Witconis and Chris Thieme, 227, Handy; and Joe Niznik, 200, Beer.

At this point the division team races look like this:

Purity Division—The Bottle

Drivers 0 team, one of the squads, crown last season. Transportation's Mary Kox Foster, Bottling's Charles M. Kees, Luigi Donnarummo, William Foster and William C. Kern, Warehousing's John Helrigel and Joseph T. Badois retired recently . . . Mrs. Foster joined the Quarter Century Club this year . . . Charles Kees had been a member of the 25-year club since April of last year . . . Our best wishes for a happy retirement go to all our new retirees.

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and hold a three game edge over second place Traffic Office.

Handy Division—The Accounting team is presently perched in first here but the Stockhandlers, Receiving and Tank Coaters combines are close. Three games separate the four teams.

Body Division—This contest is tight from first place to eighth. The Bottle Drivers 2 squad is in first. Four teams are tied for second, one game behind the leader. The last place team is only four games out of first.

Three Ring Division—The Cellarmen 1 squad, one of the division's strongest teams last season, holds a slight edge on first. Area 2, another top team last season, is in second place, one game behind the leader.

In the Flavor Division, Receiving and Pipe Shop are tied for first with identical records of 11 wins and four losses. The Supervisors team is just one game behind the two leaders. Pipe Shop won the Division

## Ballantine Softball Nine Earns Second Place in Tournament

Ballantine's softball nine, winner of the Ironbound Industrial League title, just missed adding the Eastern States Industrial Tournament crown to its honors late last month. Instead, the Ballantine men had to be content with a second place finish after dropping the tournament final to a powerful Burry Biscuit Company team of Elizabeth by a 4-0 margin.

Up until the final game the Ballantine team was unbeatable in tournament competition. The General Motors (NY), Equitable Life Insurance Co. (NY) and Continental Can Co. (Baltimore) teams were mowed down in quick order by the Three Ring men. All were defeated via the shutout route.

Burry Biscuit, the defending tournament champion, earned its final round berth by defeating the American Cable and Daystrom-Weston squads after drawing a first round bye.

The score in the General Motors-Ballantine game ended, 2-0. Equitable Life Insurance Co. lost to the Three Ring men, 6-0, and Continental Can Co. went down to defeat, 4-0. There were twelve teams entered in the tournament.

In the deciding tournament final Burry Biscuit wrapped up its win by tallying single runs in the first and third innings and then adding two more in the fifth. Burry Biscuit's Percy McCracken, meanwhile, handcuffed the strong Ballantine hitters throughout the contest. He allowed



TROPHY—Jerry Coppola, right, Manager of the Ballantine Softball nine which finished second in the Eastern States Industrial Tournament is all smiles as he accepts the second place trophy, awarded to the Three Ring team, from tournament official Claude Feraud.

but four hits while turning in a top notch performance. McCracken is one of the best softball pitchers in the state and has won 25 out of 34 games.

Ballantine had its ace pitcher on the hill in Charles Postel. Postel allowed but six hits but the BB men used them to advantage.

Despite the loss to Burry Biscuit the Ballantine team has every right

to be happy with its overall season performance. The team won the 1960 Newark Industrial tournament, in addition to taking the Ironbound League title for the second year straight. In all, the squad lost but three games in 24 starts, including the tournament competition. The team was well balanced and every man in the lineup turned in good performances both at the plate and in the field.

## Ballantine Bowling Classic Action Starts October 30

The second annual Ballantine Bowling Classic, featuring 32 of the East's outstanding professional bowlers in a 24-week league, will start on Sunday, October 30th at the Bowlero in Clifton.

The Classic, a big public favorite and a heavy headline gatherer last season throughout New Jersey, will again be sponsored by Ballantine and conducted by the Professional Bowlers Association, Eastern Regional Chapter, with assistance from the New Jersey Bowling Proprietors Association, an affiliate of the Bowling Proprietors Association of America.

Makeup of the eight teams in the Classic was determined last month at a player draft in which the eight team captains selected their 24 professional teammates. The team captains are Joe Brown, Colonials; Frank Santore, Chiefs; Jay Eckert, Patriots; Lindy Faragalli, Tigers; Chuck Pezzano, Hawks; Vince Lucci, Indians; Eddie Botten, Eagles; and Lou Campi, Bears.

The captains had far from an easy chore in picking their teams because there was a total of 79 top-notch bowlers from which to choose their squads. On the other hand, the fact that 79 expert men expressed a willingness and desire to participate in the Classic is an indication of the high rating the Classic itself has in

bowling circles.

The 1959-60 Classic was won by the Patriots team captained by Jay Eckert. High individual average

honors, and the high three-game series prize went to Lou Campi. Campi's average was 207.56 and his three-game series high was 762.

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### Plant Reporters

Advertising, James Schaefer; Battle House, Plant 1, John Tollman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Jim Davison; Credit, Ruth Brennan; Engineering, Jane Brozowski; Merchandising, Helen Miller; New York Office, Lucy Gruebler; Payroll-Accounting, John Lone; Personnel, Pat McCann; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; Traffic Office, Frank Winnicki; Warehouse, Al Platz; Yard, John D'Angelo.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF. COPR. 1960 P. BALLANTINE & SONS



## Workmen Extending Underground Tunnel

Another preliminary step in Ballantine's expansion program is being carried out by workmen who are extending an existing underground tunnel to the former NBC building.

The tunnel, which now runs from the engine room on Oxford Street, under Ferry Street to the site of the recently demolished old draught rail shipping platform, will be used to house lines bringing steam and other utilities into the former biscuit company property.

The tunnel's original function was to carry draught packages, via a conveyor line, from the draught racking room on Oxford Street to the old draught rail shipping platform. It had not been in use for some time. The tunnel itself is wide enough and high enough for a man to walk through. Its top lies about four feet below ground level.

Other steps being taken now in the large-scale expansion program announced last month, include the dismantling of pasteurizers seven and eight in the Plant 1 Bottle House, and the demolition of the platform at the south east of the Bottle House. The dismantling of the pasteurizers will clear the floor for new bottling machinery to be installed at a later date, and the removal of the platform will clear additional room in the Yard for the very first stages of the construc-

tion of the new warehouse included in the expansion plans.

### To Halt Tours

Certain steps in connection with the expansion program construction work will involve parts of the brewery to the extent that we will be forced to discontinue our Visitors' Tour program as of next March 1.

The Company is naturally sorry that discontinuance is necessary and it is planned to reinstate the program as soon as practical. Letters of explanation are going out to individuals and organizations making requests for tours after March 1.

Our tour guides will be assigned to other duties in the Company.

Employee meetings providing additional information about the entire program will begin soon. The time and place for your group will be made known in plenty of time for you to plan to attend.

## Another Wise Owl



ANOTHER WISE OWL — Bottler Eugene Anderson (center) is another employee wise enough to use the safety glasses provided for him on the job. He was recently saved from possible eye damage because he was wearing them. In photo here Anderson is shown receiving "Wise Owl" award from Ludwig E. Schueler, Chairman of the Plant Safety Committee, while Bottling Department Manager Thomas Forsyth, right, views the presentation.

## Close to Home

It is with sincere regret we report the deaths of three of our fellow workers during recent weeks. The three include:

Edward Gardner, Engineering Supervisor. Mr. Gardner began his Ballantine career in 1946. He lived at 65 Ford Avenue, Milltown.

Edward P. Monk, Merchandising Representative. Mr. Monk, a Merchandising Representative since 1957, died early this month after in automobile accident in Pennsylvania. He lived at 1729 West Orange Street, York, Pa.

Edward Marion, Pensioner. Mr. Marion joined Ballantine in 1935 and was a Bottler until his retirement in 1953. He lived at 2715 Meister Avenue, Union.

## In The Family

Married. Robert Cook, Bottler, to Gertrude M. Schlegel at a ceremony in East Keansburg.

Married. Elizabeth Nittolo, Credit, to William Schick at a ceremony in Short Hills.

Married. John Durnien, Production Planning & Control, to Mary Newcombe at a ceremony in Keansburg.

Married. Dorothy C. Scheider, Credit, to William Muzzio at a ceremony in Newark.

Married. Dorothy Kuczynski, Purchasing, to John J. Gallagher at a ceremony in Harrison.

Married. Fred Chvala, Tour Guide, to Marilyn Bergan at a ceremony in Linden.

Born. A son, Edgard, to Mr. and Mrs. Santos Soto at Presbyterian Hospital, N. Y. C. The new arrival

## Quota For Three Ring Charities Fund Drive Is Set At \$48,000

We need \$48,000!

That's the amount necessary to meet the quota for this year's Three Ring Charities Fund campaign, now underway — an appeal which assists 72 separate welfare and charitable agencies and the thousands of men, women and children who go to them for help.

Rudy Munz, chairman of the drive, pointed out this week that "many employees will realize, without our telling them, that this year's quota is higher than last year's. Meeting a higher quota is never easy but for the last eight years in a row Ballantine employees have succeeded in reaching quota by topping their previous year's record for generous giving."

"With this record to our credit," Munz added, "it may seem to some that we at Ballantine have already met our responsibilities to those in need and shouldn't be asked to contribute more than we have in the past. The obvious answer, of course, is that rising costs have affected the expenses faced by the agencies striving desperately to maintain their services to those less fortunate than we. Without additional funds, and this is the reason our quota is higher, they can't do the job they're expected to do."

Munz pointed out that over 3100 Newark employees contributed to the drive last year and that if each of these people increase their contribution by just "a little bit more" than they gave last year, the goal will again be reached. "Surely," he said, "that's a reasonable request when you consider the many good things our charities fund can accomplish with the money. Please 'Give 'Til It Helps' when you're asked to contribute," he concluded.

Ballantine's Director of Industrial Relations, Howard E. Grigg, who is chairman of the Industry-Labor Division of the United Appeals Campaign of Newark, Irvington and West Hudson, with which our campaign is affiliated, this week again praised "the continuing and enthusiastic public spirited response of employees" to the once-a-year Three Ring Charities Fund drive.

"We have had every reason to be proud of our people in the past," Mr. Grigg said. He added, "I'm sure when the results of this year's campaign are tabulated Ballantine employees again will prove deserving of the thanks of the entire community."

weighed six pounds at birth. He joins a sister in the Soto household. Dad is a Merchandising Representative in New York City.

Born. A daughter, Bonnie Jean, to Mr. and Mrs. Robert Gerquest at Hackensack Hospital. The new arrival weighed eight pounds, four ounces at birth. Dad is a Merchandising Representative.

Born. A daughter, Virginia Ann, to Mr. and Mrs. Hugh Clarke at Margaret Hague Maternity Hospital. The new arrival weighed seven pounds, seven and a half ounces at birth. Dad works in the Technical Department.

Born. A daughter, Linda Lee, to Mr. and Mrs. Andrew Paine at Fitkin Memorial Hospital, Neptune. The new arrival weighed five pounds, six ounces at birth. She joins two brothers in the Paine household. Dad works in the Service Department.



RALLY—Sportscaster Phil Rizzuto was the kick-off speaker at the rally for the Industry-Labor Division of the United Appeals Campaign of Newark, Irvington and West Hudson, held here last month. Rizzuto is shown being congratulated by our Howard E. Grigg, who heads the Industry-Labor Division of the United Appeals Drive. Orville E. Beal, campaign general chairman, looks on.

## New Director For Glee Club

Jack E. Platt, Chairman of the Music Department at Newark State Teachers College, Union, has been named to a part-time post as Director of the Ballantine Glee Club.

Mr. Platt succeeds William G. Pagdin, Ballantine's Director of Engineering, who organized the club and served as its first leader. Mr. Pagdin, who had volunteered his time while working with the club, is now deeply engrossed in Ballantine's expansion program.

The new Director has had considerable experience in the music field. Prior to his Newark State

Teachers College post he had served for a number of years as County Superintendent of Music in Allegany County, Maryland.

As Director of the Three Ring Glee Club Mr. Platt will work with members to formulate a program for the coming months. New members are invited to join the club and take part in its interesting and enjoyable activities. Call Betty Macfarlane at extension 201 for additional information.

The first meeting of the club, with Mr. Platt as Director, is set for October 20th in the cafeteria.